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Bradlees Overhauls Operations in Push for Profits

By KAREN PAXTON

DEDHAM, Mass. — Bradlees, which hasn't reported a profit all year, is holding fast to its year-long efforts to use selected, everyday low pricing and increased promotions sales to snare a larger market share.

Harold Frank, chairman, emphasized that the chain's latest competitive strategies have been adapted for the long haul. To that end, the Bradlees operation is being overhauled to more efficiently handle its promotions, improve technology, strengthen customer service and eventually push back into the black.

Besides previously announced plans to install POS systems chainwide by mid-1987, Frank, along with George Granoff, executive vp of merchandising, and Richard Silverman, senior vp of operations, outlined other programs:

- Renovated backroom plan to assign a different system for handling different types of merchandise—basic, promotional or fashion.
- Red help phones being installed at 20 in-store sites for customers who need assistance.
- An exclusive men's wear line—Ardsley by Cluett—introduced for fall that provides the wider margins of a private label, plus a brand name.
- Appointing a person to the new position of vp merchandise planning and allocation last August to develop a structure for planning inventory levels, maximizing profits from promotions.
- Testing front-end scanning starting next year.

Harold Frank, left, George Granoff and Richard Silverman, discuss Bradlees' low-price strategy, which is strong in the brand-driven H&BA department. (DSN photo)

"We are following a strategy for the long-term health of Bradlees," Frank said flatly refusing to predict when the chain will return to profitability.

"I don't know how long it takes to turn the corner from higher volume and increased traffic to higher profits," he added.

Since the chain sharply slashed prices on branded commodity items late last summer and stepped up promotions, volume and traffic have picked up, Frank said. Volume for the fourth quarter of last year rose by 27%, for the first quarter of this year rose by 32% and for the second quarter rose by 15.9%. Profits, which plummeted by 60% during 1985, reportedly eluded the discount chain during the first half of this year. (Stop & Shop doesn't break out earnings for its discount division, although chairman Arvam Goldberg acknowledged a loss in the first quarter.)

Stock analysts, meanwhile, are projecting that Bradlees could have

(Continued on page 4)

Venture's Clarke Takes Helm at Caldor, Set 'to Fix Business'

NEW YORK — Caldor has a new parent company, a new chairman and a new set of merchandising and performance directives.

The new parent company, May Department Stores Co., addressed financial analysts and the press here about its takeover of Associated Dry Goods, which included Caldor and Loehmanns.

May chairman David C. Farrell announced that Don R. Clarke, 40, chairman of its Venture operation would move to Caldor as chairman, replacing Jim Guinan, who resigned.

The parent company's first task at Caldor, already underway, is to "cut back on expansion and fix the business," Farrell said.

Don Clarke

Thomas Hays

Although Caldor is an important name and seen as an expansion vehicle, the chain "hasn't had a clear set of directions," he added. "It hasn't understood the business of discounting."

Farrell acknowledged that liquidation of some of Caldor's existing merchandise may result in a writedown of inventory.

"We will not wait too long," Farrell said. He admitted that Caldor's problems were

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Schedule for 1987 Is Hot Topic

Microwave and non-stick cookware are among the hot products at the NHMAs 85th Housewares Show, but next year's show schedule also is among the hot topics as buyers and vendors stew over show options. (DSN photo)

Fred Meyer Looking To Reduce Debt

PORTLAND, Ore. — The investors who in 1981 acquired Fred Meyer, the Pacific Northwest's largest general merchandise retailer, have returned to the market for money to help pay for the costs of acquisition.

Net proceeds of $60 million from the public offering will go toward reducing a debt of more than $125 million incurred in the original buyout, the purchase and construction of new stores and the rebuilding of existing units.

The firm, founded by Fred

(Continued on page 73)

French-Based Carrefour Tests U. S. Hypermarket

SECAUCUS, N.J. — The hypermarkets are coming, the hypermarkets are coming.

Carrefour, the French-based $6.3 billion international retailer that is the leading hypermarket operator in the world, plans to spend about $50 million to test single units in the metro New York and Philadelphia markets next year as a prelude to a full scale thrust into the United States.

The stores will follow the hypermarket format that combines a supermarket and a discount store into a unit that can reach 150,000 sq. ft. or even larger.

In Metropolitan New York, Carrefour plans a prototype hypermarket as part of a 725,000-sq.-ft. shopping center in Brookhaven, L.I., about a mile from the 1.4 million-sq.-ft. Smith Haven Mall and a 100,000-sq.-ft. Price Club membership warehouse.

The Philadelphia Carrefour will be part of the proposed Liberty Bell Shopping Center planned for the site of the

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MS JEANNE LONG
CONGRESSIONAL INFOR SVC 1L5
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BETHESDA MD 20814

Porno Crackdown To Spare Retailers

WASHINGTON — Justice Department prosecutors will not be targeting discount stores and other retail outlets that sell magazines such as *Playboy* and *Penthouse* in a new federal crackdown on pornography, according to U. S. Attorney General Edwin Meese III.

In a press conference late last month, Meese unveiled a long-awaited plan to combat pornography and told reporters that the Justice Department will be focusing on distributors of material that contains, among other things, child pornography and rape scenes and that are "violent and degrading to women." Specifically, federal agents will follow guidelines set down by the Supreme Court in its ruling on pornography, Meese said.

Meese's plan endorses more than 90% of the 93 recommendations that were contained in a 1,960-page report on pornography prepared by an 11-member panel and released this past summer.

Meese said his plan is not aimed at retail outlets that sell materials that are "offensive to some but nonetheless have been recognized by the courts as within the bounds of protected speech." But he did encourage "hundreds of thousands of concerned citizens" to make their anti-obscenity views known to retailers across the country. Meese said that consumer boycotts have been a traditional form of expression for moral causes.

Critics of Meese's new plan, including the American Civil Liberties Union, said that although retail outlets that sell magazines such as *Playboy* and *Penthouse* will not be repressed by federal agents, publicity about the the plan is enough to frighten publishers and retailers out of the business of selling sexually oriented materials.

Edelman Withdraws Bid to Acquire Lucky As Board Stands by Stock Buyback Plans

NEW YORK—The takeover battle between Lucky Stores and New York investor Asher Edelman is over.

Edelman dropped his $37 a share bid following Lucky's most recent move to increase the amount of stock it was willing to buy back to 40% from 22%.

"We are pleased that Edelman dropped his proposal, which was previously rejected by Lucky Stores' board," said John M. Lillie, chairman of Lucky Stores Inc.

Lillie said that the board will evaluate plans for either selling its specialty units or spinning them off to shareholders. There is also a possibility that if the units are sold, the company may raise its repurchase offer.

Lucky's most recent offer called for a layout of $818 million against the $450 million originally proposed.

That proposition was reported by sources who attended a meeting between Edelman and Lucky Stores. Edelman, whose last bid was $37 a share, equal to $1.88 billion, had said he was unimpressed.

"Nothing at the meeting convinced me," he said, "that what they intend for shareholders is as good or better than the $37 I offered. They're offering considerably less than the $37 I am, which I believe is a major breach of their fiduciary duties to shareholders."

Edelman reportedly countered by suggesting that Lucky Stores initiate a leveraged buyout, with or without him as an equity participant. Sources quoted Edelman as saying he would be satisfied if Lucky liquidates or restructures to maximize shareholder value by minimizing taxes the company would owe on the proceeds from divestiture.

The takeover specialist is reported to own more than 3% of outstanding Lucky shares and would profit from an increase in its stock price.

After rejecting Edelman's initial offer of $35 a share, Lucky said last month it will close 80 Gemco stores, and it sold 54 locations to Target for $374 million. Edelman called the sale a bad move because it will not be a tax-free transaction.

Danners Gains Reprieve With Credit Agreement

INDIANAPOLIS — Danners personnel can breathe a sigh of relief following the signing of a standby agreement with the company's 10-bank lender group.

The discounter had failed to meet the sales and profit levels of the revolving credit agreement and exceeded prescribed borrowing guidelines as of Aug. 30. Danners had violated its loan agreement before, but the lender group had waived the violations.

The standby agreement, which expires Jan. 15, 1987, provides the chain with cash flow to repay banks and pay vendor and supplier bills during the Christmas season.

Mark S. Danner, company president, announced that the standby agreement will let Danners operate, "without the fear that the default under the revolving credit agreement will cause the calling of the loan," as long as the chain can abide by the agreement.

Danners began working with a financial consulting firm, Bear, Stearns & Co. Inc., last month to help it during this highly unstable period. The firm is reviewing options for financial restructuring.

Another Danners strategy was to close for a day all 35 of its 3D discount stores Oct. 15 to implement a new everyday low price policy. The chain opened the next day with markdowns on more than 5,000 items.

Mass Market May Resurge

Hyundai Computer Gains Outlets

NEW YORK — More retailers have expressed interest in offering the Hyundai Blue Chip home computer, in what could signal a return to the computer business for the mass merchant. (See *DSN*, Oct. 13, page 1).

Blue Chip Electronics, the marketing agent for the Korean manufacturer, presented an updated list of retail chains that will sell the new IBM-XT compatible unit at a recent New York press conference.

John Rossi, president of the Chandler, Ariz., marketing firm, said Target, Caldor, Fedco, SaveMart and specialty consumer electronics chains The Federated Group and New York-based The Wiz are offering the Blue Chip chainwide.

Wal-Mart and Toys "R" Us were mentioned as retailers that are planning to test market the personal computer.

Price alone helps set the Blue Chip apart from other IBM clones. It is priced at $699 for 512K random access memory (RAM) on the mother board, with one 5.25-in. floppy disk drive. This price makes the system one of the lower ticket IBM compatible models available.

Rossi also announced that Hyundai plans to introduce an IBM-AT compatible model next Spring.

New Prints Comfort Buyers

Will discount store shoppers be treated to new designs in bed and bath next spring? Buyers are optimistic that this month's market week in New York will turn up exciting new prints and, more important, that recently merged mills have solved delivery problems. See story page 19. Soft Lines also features a report on intimate apparel. (DSN photo)

Discounters Go For Radio Spot Ads

NEW YORK — Catalog showrooms nearly tripled their spot radio advertising budgets during the first half of this year, while discounters and department stores also significantly increased spending, indicate data collected from Radio Expenditures Reports (RER) and tabulated by the Radio Advertising Bureau (RAB).

Retail stores, which consist of catalogers, mass merchandisers and traditional department stores, showed the second largest percentage change, following government spending, with a 61% gain.

Catalogers had budgeted $514,000 during the first six months of 1985 but spent more than $1.6 million during the same period this year.

K mart nearly doubled its expenditures to $1.1 million from $574,000, while Zayre topped $1.2 million, compared with $1.1 million for the first six months of 1985.

Target's spending edged up to $759,000 from $688,000, but Gold Circle trimmed spending by $1,000 to $24,000.

Kenneth J. Costa, vice president for marketing information at the RAB, said that, while these figures underestimate actual spending because they don't take smaller regional radio stations into account, the numbers do accurately reflect overall percentage changes in ad expenditures.

Categories Posting Significant Spot Radio Increases
6 Months 1985 vs. 1986

Category	Jan.-June 1985 (00)	Jan.-June 1986 (00)	% Change
1. Government	$ 10,158	$ 6,108	+66.3%
2. Retail Stores	12,810	20,623	+61.0
3. Education	1,227	1,773	+44.5
4. Pet Products	1,521	2,087	+37.1
5. Professional Employment	2,208	2,819	+27.7
6. Publishing & Media	12,959	14,747	+13.8
7. Communication	27,322	30,968	+13.3
8. Drug Products	10,798	12,229	+13.3
9. Health Care Services	5,295	5,981	+13.0
10. Food Products	127,452	136,422	+ 7.0

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Off-Price Chains Dominate TV Apparel Ads

NEW YORK — Off price chains dominate the list of the top 15 clothing store television advertisers for the first six months of the year, reports the Television Bureau of Advertising.

Spending on local television ads rose 9% for all clothing stores during the first half of 1986 to $41.5 million, an increase from almost $35 million for the year-earlier half.

Increases for the 12 off-price chains on the chart generally outpaced that overall jump in spending. K mart's Designer Depot chain went from an all-but-invisible $200 to more than $500,000 in local television ads in the first half of this year. Marshalls, which leads the group with $41.5 million in local spots, increased its spending by 19%.

Kuppenheimer Clothiers, which was this year repositioned and renamed from Kuppenheimer Factory Outlets, doubled its spending on television advertising between January and June to more than $2 million.

S&K Famous Brands, which like Kuppenheimer sells only men's clothing, increased its television ad outlays by 113%.

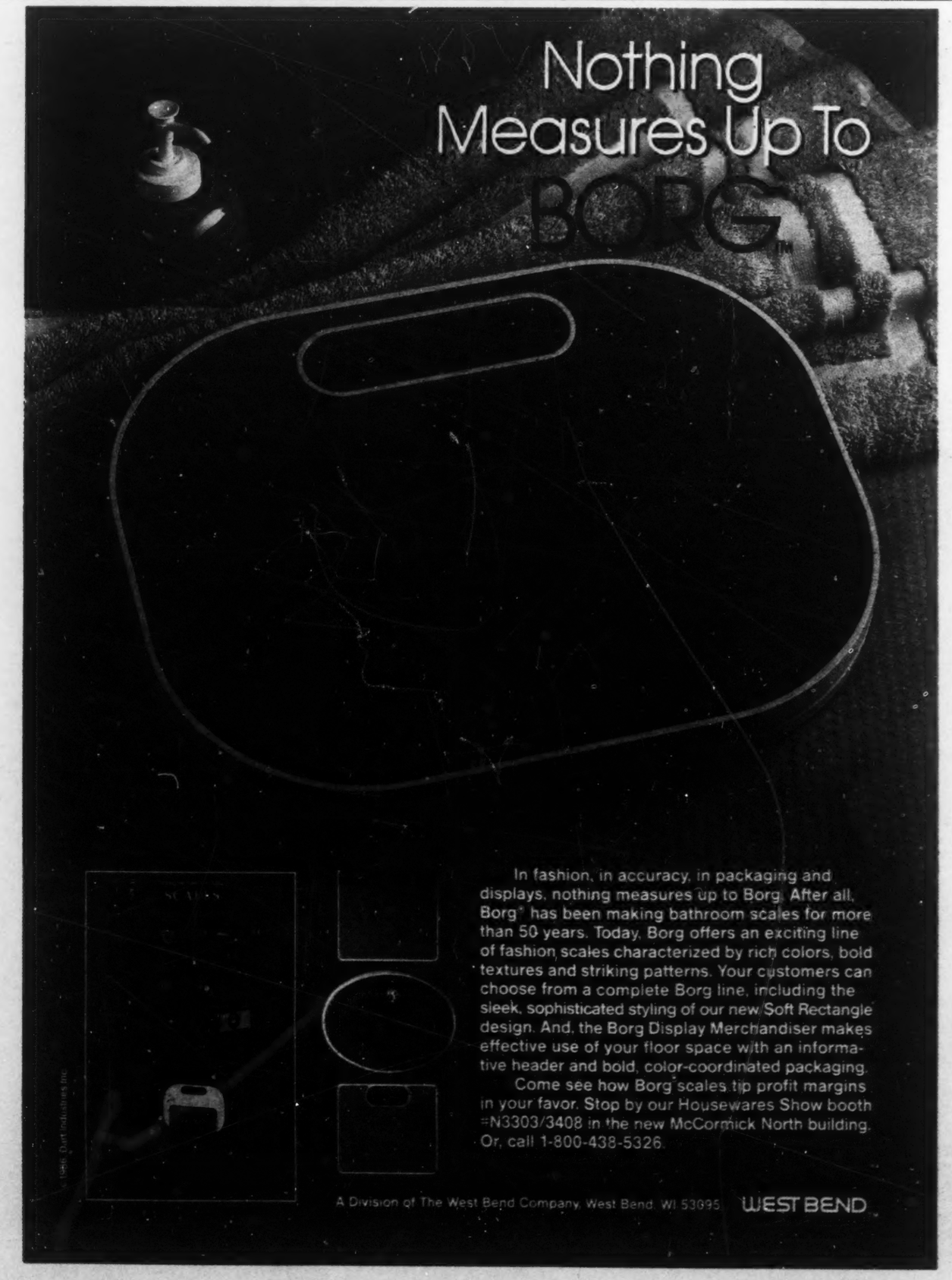
While those chains advertised in multiple markets, some of the top spenders spent all their money in one or two regions. C&R Clothiers, No. 2, advertised in Los Angeles and San Diego. National Brand Outlet spent its $707,000 in the New York market.

Of the top 15 advertisers, eight sell only men's wear.

Top 15 Clothing Store TV Advertisers

	Jan.-June 1985	Jan.-June 1986	% Change
Chain	$34,988,000	$41,521,100	+ 19
Marshalls (Multi-Market)	3,952,500	4,913,700	+ 24
C & R Clothiers (Los Angeles, San Diego)	3,945,900	4,174,600	+ 6
Burlington Coat Factory (Multi-Market)	2,599,500	3,462,300	+ 33
T. J. Maxx (Multi-Market)	2,302,800	2,886,900	+ 25
Miller's Outpost (Multi-Market)	3,253,500	2,583,200	− 21
Kuppenheimer (Multi-Market)	882,600	2,284,700	+159
Ross Discount Clothing (Multi-Market)	1,812,400	2,103,900	+ 16
Syms (Multi-Market)	1,507,500	1,447,400	− 4
S & K (Multi-Market)	636,900	1,353,900	+113
Front Row (Multi-Market)	591,400	830,400	+ 40
National Brand Outlet (New York)	430,000	707,700	+ 65
Men's Wearhouse (Houston, San Francisco)	904,400	614,100	− 32
Designer Depot (Multi-Market)	200	507,900	+++
Smith's Men's Clothing (San Francisco)	—	459,500	+inf.
Anders Men's Clothing (Multi-Market)	—	419,600	+inf.

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data


Nothing
Measures Up To
BORG
In fashion, in accuracy, in packaging and displays, nothing measures up to Borg. After all, Borg® has been making bathroom scales for more than 50 years. Today, Borg offers an exciting line of fashion scales characterized by rich colors, bold textures and striking patterns. Your customers can choose from a complete Borg line, including the sleek, sophisticated styling of our new Soft Rectangle design. And, the Borg Display Merchandiser makes effective use of your floor space with an informative header and bold, color-coordinated packaging.
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WEST BEND

Heck's Shuffles Lineup In Nine Key Positions

NITRO, W. Va. — Heck's Discount Stores has announced nine personnel changes in its advertising and merchandising departments.

All of the appointments were made prior to the development of the Toussie-Viner Group aquisition agreement. Under the agreement, Heck's will be merged into a new corporation with Toussie-Viner.

Chuck Gunsallus has been named divisional merchandise manager, hardlines at Heck's. He joined the company from Cook United, where he held a similar post.

Joe Blanchette, who had been with Howards Discount Stores, has joined Heck's as senior vice president of advertising/marketing.

Also new to the discounter's advertising department is Jerry Ryan. He had been with T.G. & Y. before being named to his position as advertising director.

Rick Bender, who had been director of sales promotions with Heck's, has been promoted to media & public relations director.

In merchandising, Cliff Pruitt is the new buyer for ladies lingerie, accessories and jewelry. He had been with Howards.

Formerly a buyer with Conley's Department Stores, Jan Goodall has joined Heck's as buyer for girls 7-14, infants and toddlers.

The new buyer for domestics and floor coverings is Ken Felton, who previously had worked with Hills Department Stores.

Dennis Busch has become paint and hardware buyer at Heck's and came to the chain from Makro.

Ann Campbell has joined the firm as a toys buyer.

Stuarts Takes Fashion Show on Road, Opening First Store in Connecticut

HOPKINTON, Mass. — Continuing its expansion plans, Stuarts Department Stores has opened a 52,000-sq.-ft. store in New Britain, Conn.

This is the first Connecticut store for the New England discounter, which operates 20 other units. It chose this city because its low-to middle-income population meshes well with the company's target customer.

To promote the discounter's soft lines departments, which comprise more than 50% of the overall merchandise mix, Stuarts kicked-off the store opening with a fashion show featuring merchandise on sale.

"The fashion show is a successful new concept in promoting discount clothing," said Anthony Cincotta, vp of merchandising. "You expect to see professionally-executed fashion shows at 'upscale' stores like G. Fox or Bloomingdale's, but not at a discount department store.

"We first tried the fashion show concept in September at the grand opening of our Worcester (Mass.) store, and it contributed to making Worcester the most successful opening in Stuarts history."

Besides the fashion show, free balloons, refreshments, merchandise gift certificates, and tickets to a Sesame Street stage show at the Hartford Civic Center highlighted the New Britain opening.

In 1987, the company plans to open 10 more stores in New England.

Business Leaders Paint Gloomy Economic Picture

NEW YORK — Business leaders are losing their confidence in the U.S. economy, noted a recent survey released by The Conference Board.

Less than a third of the 1,000 executives in 24 major industries anticipate an improvement in the U.S. economy during the next six months.

"Business leaders are apparently less sanguine than they were earlier this year about the economic impact of new federal tax policies, this country's trade balance and even the still relatively low rates of inflation," said Steven Malin, an economist with The Conference Board.

The report notes that strong competitive pressures will limit price hikes during the rest of 1986 and 1987.

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Vol. 25, No. 22 November 10, 1986

New Colors, Gadgets Will Sweeten Housewares Sales in 1987

By HAROLD RUBIN
President,
HalMar Distributors

In 1987, houseware sales ill be whipped up with new olors and products, sweeteng sales that have left a bad aste for discounters during he past couple of years.

New bath colors and gadget rands will boost sales, and microwave cookware will continue to heat up.

Following Rubbermaid's introduction of slate blue, other manufacturers are replacing greys and poppies with muted blue tones in closet merchandise like sweater boxes and hangers, as well as in kitchen accessories such as drainage racks and soap dishes.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	GADGETS			
1	407R Swing Away Opener	16,937	5.21	88,241.77
2	107 Wing Way Jr Opener	29,964	2.69	80,603.16
3	101 Range Reflector 6in	24,576	2.60	63,897.60
4	102 Range Reflector 8in	20,710	3.05	63,165.50
5	29031-UC Timer White	5,744	7.64	43,884.16
6	00050 Stainless Peeler	25,567	1.70	43,463.90
7	D811B Cordless Timer	3,385	12.59	42,617.15
8	29035-UC Timer Almond	5,148	7.64	39,330.72
9	08840 4 Way Can Opener	21,092	1.70	35,856.40
10	105A Reflec Pan-Ge-Hotpt 6	24,276	1.43	34,714.68
11	D711B Supercop Plug-In Time	3,185	10.79	34,366.15
12	106A Reflec Pan-Ge Hotpt-8	17,019	1.97	33,527.43
13	00030 Peeler	33,432	0.89	29,754.48
14	341X Executive Ashtray	16,021	1.79	28,677.59
15	08850 Miracle Can Opener	24,616	1.16	28,554.56
	BATH			
1	2353 Lg. Shower Caddy Wh	12,209	5.12	62,510.08
2	N443 Portable Shower Spray	5,763	10.79	62,182.77
3	M100 Molded Toilet Seat Wh	5,713	9.44	53,930.72
4	2351 Shower Caddy Wh	11,463	3.14	35,993.82
5	C441 Selfix Shampoo Spray	14,672	2.42	35,506.24
6	2110 Selfix Twin Hook	22,327	1.52	33,937.04
7	M3000A Padded Seat Wh	1,681	17.64	29,484.74
8	38170 24 Towel Bar	7,822	3.14	24,561.08
9	2298 Selfix Tissue Holder	10,410	2.24	23,318.40
10	M3000A Padded Seat Bl	1,309	17.54	22,959.86
11	38890 Toilet Tissue Holder	8,645	2.60	22,477.00
12	38110 18in Towel Bar	8,212	2.69	22,090.28
13	2274 Towel Bar 24in	9,326	2.33	21,729.58
14	38160 24 Twin Towel Bar	4,277	4.94	21,128.38
15	M200 Hi Rise Toilet Seat Wh	1,467	14.39	21,110.13

In bath, plum, raspberry and hot pink will turn around a department that had relied on almond, brown and white. Discounters are giving the category a boutique look, similar to that of traditional department stores.

Gadget business is booming, partly thanks to new and recarded packaging. The new image has made previously blind kitchen tools like can openers and vegetable peelers branded and more identifiable purchases.

New gadgets, such as Ekco's Micro Helper line and Imperial Schrade's Ultimate can opener, represent margin making opportunities.

Priced at about $12, the non-electric Imperial can opener is probably too expensive for many discount shoppers, but it does represent the direction in gadgets toward more sophisticated designs.

The Ekco line, to be introduced at the Housewares Show, is specially designed for use with microwave ovens and cookware.

As far as microwave cookware is concerned, I wouldn't be surprised if it evolved into the discounter's primary cookware line a few years from now.

Traditional cookware grows more obsolete with each microwave oven sale and as shoppers change their eating habits.

New bath colors and gadget brands will boost sales, and microwave cookware will continue to heat up.

People go out to eat more often, and heat and serve meals are preferred in many young households where both members work. Excluding holidays, most households don't bake and cook as much as they thaw and reheat.

Even when they're using a microwave oven, consumers don't bake. That's why most discounters will continue to weed out higher ticket cookie sheets and muffin cups to concentrate on the low-ticket movers like the heat and serve lines.

Excluding turntables and popcorn makers, the microwave cookware business is generated by pieces that sell for no more than $5.

What would really turn microwave upside down? If somebody were to come out with a clear plastic microwavable line. As I understand it, there are technological reasons why it can't be created.

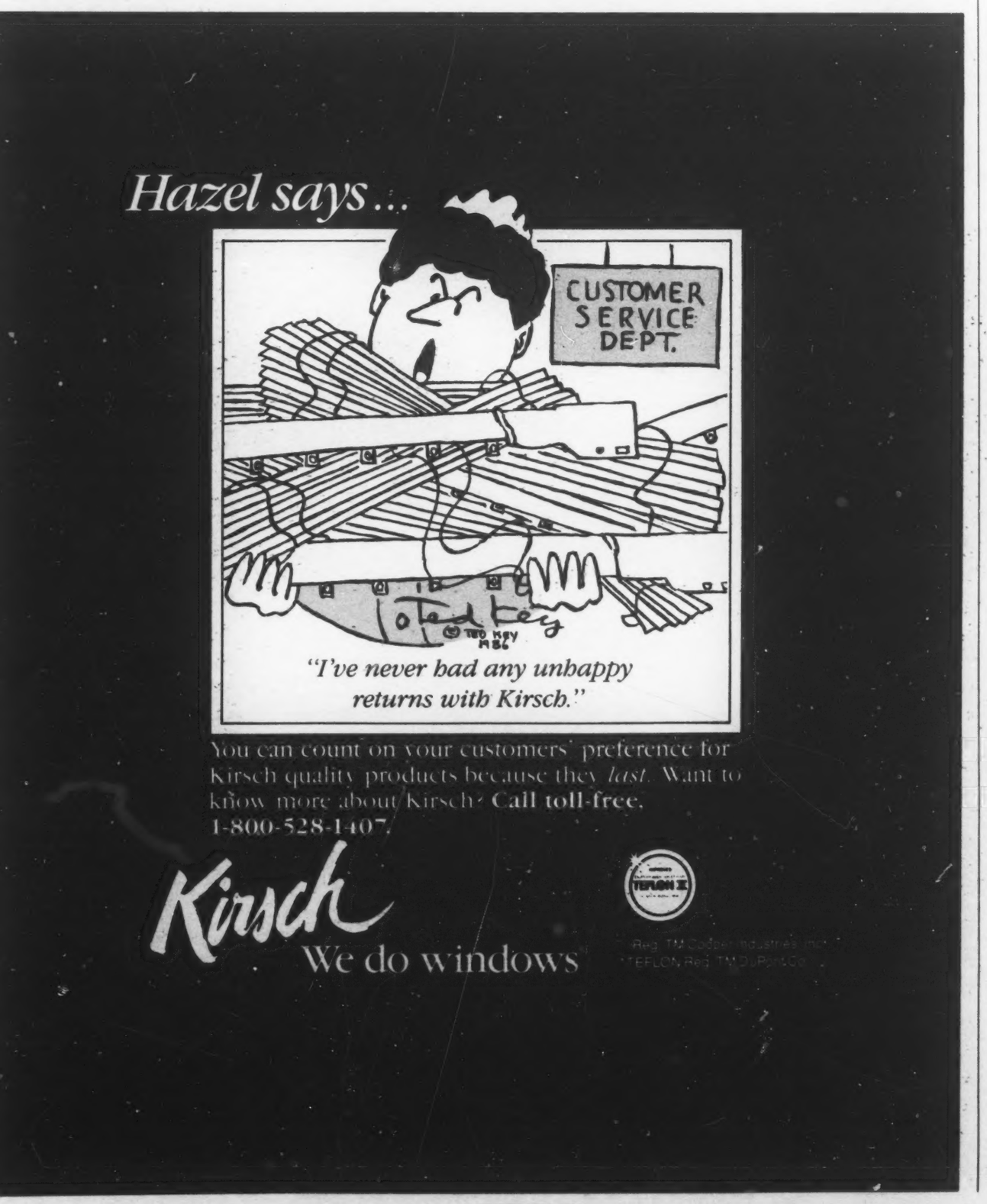
What consumers will be able to get now is a new clear glass storage and microwave line from Corning, called Storage Plus.

In glassware, single packs continue to perform well, with re-orders high. It will be six months more before all of our accounts have them into their stores and the volume becomes high enough to appear in these reports.

So far, there have been no complaints about handling the individually packaged glasses.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	PYREX			
1	1215 Bakers Choice Set	5,481	17.09	93,670.29
2	233 Utility Dish	12,442	7.19	89,457.98
3	234/4/Org Obl Bake Dish	8,167	8.99	73,421.33
4	516/Org Measure Cup	17,876	3.59	64,174.84
5	6230F Cov Cass & Bskt Fsid	5,159	10.52	54,272.68
6	508/Org Measure Cup	18,655	2.69	50,181.95
7	463 D Custard Cup	11,434	3.95	45,164.30
8	2320F 2qt Bake Dish & Bskt	3,858	11.60	44,752.80
9	232 Utility Dish	6,797	6.29	42,753.13
10	233M 3qt Rect Baking Dish	5,727	7.46	42,723.42
11	222 Org Cake Dishd Square	8,417	5.03	42,337.51
12	684M 2qt Cov Casserole	5,906	6.83	40,337.98
13	532/Org Measure Cup	8,404	4.67	39,246.68
14	210/6/Org 10in Pie Plate	10,348	3.41	35,286.68
15	464 D Deep Pie Dish	5,709	5.39	30,771.51
	GLASSWARE			
1	82486D 24pc Bolero Blue	8,617	19.79	170,530.43
2	3600/672A Entrtainr Set 40	3,722	33.29	123,905.38
3	82486T 24pc Bolero Tawny	6,163	19.79	121,965.77
4	82486 24pc Bolero Crystal	3,326	19.79	65,821.54
5	PM400/126 Mwave Corn Poppr	3,449	14.39	49,631.11
6	82443 24pc Impromptu Cry	2,395	20.69	49,552.55
7	1300/44 24pc Moments	1,560	26.99	42,104.40
8	PM469/T1 Mwave Bacon Rack	4,636	7.91	36,670.76
9	PM481/T1 Mwave Versatility	3,842	7.91	30,390.22
10	4523 Wexford Butter/Cov	13,363	2.24	29,933.12
11	PM400/155 Mwave 5pc Petite	1,022	28.79	29,423.38
12	82430K Go Cntry Gdn 24pc	968	26.09	25,255.12
13	2100/110 18pc Tempo Cry	3,088	8.09	24,981.92
14	81848 Symmetry 18pc Cry	1,224	20.24	24,773.76
15	4525 Wexford Salt & Pepper	9,811	2.15	21,093.65
	COOKWARE			
1	62304 Micro-Go-Round	2,760	44.99	124,172.40
2	64110 Bakers Cookie Sheet	23,619	4.67	110,300.73
3	64330 Bakers Db Cake Pan	25,843	4.13	106,731.59
4	64260 Bakers Roast/Bake	13,138	6.20	81,455.60
5	64200 Bakers 12-cup Muffin	16,004	5.03	80,500.12
6	64100 Bakers Cookie Sheet	19,454	3.95	76,843.30
7	26032 12in Chef Fry Pan	5,969	11.69	69,777.61
8	312G Saucepot 12qt Bone	4,568	15.11	69,022.48
9	26030 10 Saute Silverstone	7,356	8.99	66,130.44
10	46032 Chef Fry 12in S/Stone	3,333	14.84	49,461.72
11	64900 Bakers Secrt 9pc Set	1,786	26.99	48,204.14
12	26028 Saute Pan 8in S/Stone	7,233	6.29	45,495.57
13	46030 Chef Fry 10in S/Stone	3,532	12.59	44,467.88
14	0554119 Tea Kettle Almond	6,448	6.29	40,557.92
15	2542DP Tea Kettle Pineapl	6,393	6.29	40,211.97
	PLASTICS			
1	E2757 2qt Juice Decnter Clr	32,731	2.06	67,425.86
2	E2755 1qt Juice Decantr Clr	23,627	1.43	33,786.61
3	720 Spacemaker Bin Asst	28,273	1.07	30,252.11
4	L85 Paper Towel Holder	12,780	2.06	26,326.80
5	CS53D Decor Cutting Board	3,625	7.19	26,063.75
6	3216 Storage Bin 3pc Choc	953	22.85	21,776.05
7	3216 Storage Bin 3pc Alm	944	22.85	21,570.40
8	716 Sm Utility Bskt Asst	18,611	1.07	19,913.77
9	751 Nylon Baster	15,138	1.25	18,922.50
10	832 Trash Barrel 32gal Rnd	1,158	16.19	18,748.02
11	60130 Polar Pak Asst 3.5qt	4,967	3.59	17,831.53
12	721 Mini Spacemaker Bin Ast	24,681	0.71	17,523.51
13	806 Bowl Asst 13oz	39,184	0.44	17,240.96
14	865 Butter Dish Alm/Choc	14,037	1.16	16,282.92
15	809 Bowl Asst 2.5qt	10,077	1.61	16,223.97

Source: HalMar Distributors, Holyoke, Mass., for the Jan. 1 to Sept. 30, 1986 period, covering more than 500 stores, including 400 discount department stores from New England to the Carolinas.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TEFLON Reg. TM DuPont Co.

HOUSEWARES: PRODUCT MOVEMENT AUDIT

Cookware Expected to Drive Housewares Growth to 5% in '87

BATH AND CLOSET

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Strlite Jumbo Box-Almond Lid	2,250	6.89	15,502.50
2	Selfix Port Wall/Hand Shower	1,124	11.99	13,476.76
3	Itex Tubular Plastic Hngr Almd	67,206	0.19	12,769.14
4	Strlite Shoe Box-Almond Lid	6,096	2.09	12,740.64
5	Itex Tubular Plastic Hngr Blue	63,218	0.19	12,011.42
6	Strlite Sweater Box-Almnd Lid	2,388	4.69	11,199.72
7	Excell Shower Curtain Asst(24)	1,560	6.99	10,904.40
8	Itex Tubular Plastic Hngr Brwn	55,392	0.19	10,524.48
9	Itex Tubular Plastic Hngr Wht	54,684	0.19	10,389.96
10	Bev Wood Trouser Hanger Set 2	6,505	1.49	9,692.45
11	Itex Tubular Plastic Hngr Rust	46,946	0.19	8,919.74
12	Bev Wood Dress Hanger Set 4	5,793	1.49	8,631.57
13	Bev Wood Skirt Hanger Set 2	5,727	1.49	8,533.23
14	Cnslr Promo Bath Scale White	611	12.99	7,936.89
15	Selfix Shampoo Spray	2,788	2.69	7,499.72

COOKWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	G/H "Granite" Canner W/Rack 21qt	1,356	21.49	29,140.44
2	Ekco B/S Lrg Cookie Sht 17x11	3,481	4.89	17,022.09
3	W/E Pref Slv 10" Chef Fry Pan	1,981	7.99	15,828.19
4	Revere SS/CB Ktl Whist 2.3qt(6)	622	23.00	14,306.00
5	W/E Pref Slv 12" Chef Fry Pan	1,201	9.99	11,997.99
6	Ekco B/S Med Cookie Sht 15x10	2,653	4.39	11,646.67
7	Lodge C/Iron Skillet 10"	1,281	8.99	11,516.19
8	Ekco B/S Oblong Util Pan 13x9	2,520	4.39	11,062.80
9	Foley Percolator 9 Cup	1,380	7.99	11,026.20
10	W/E Pref Slv 8" Chef Fry Pan	1,648	5.99	9,871.52
11	Lodge C/Iron Skillet 12"	618	15.59	9,634.62
12	Foley Silv/Stone 10" S/P Oak Hdl	640	14.79	9,465.60
13	Normdy Giant Cov 12qt Pot Alm	749	12.29	9,205.21
14	Ekco B/S 12 Cup Muffin Pan	1,692	5.29	8,950.68
15	T-Fal Royale 11½" Fry Pan Bk	437	19.99	8,735.63

CORNING

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Visions 6pc set 1-1.5-2.5qt	1,095	58.99	64,594.05
2	Visions V5 Saucepn W/Free V-81	1,435	31.99	45,905.65
3	Visions 1.5qt Dbl Boilr W/Covr	876	32.49	28,461.24
4	Visions 2.5qt Cvd Saucepan	820	26.49	21,721.80
5	Corning Set F-1, F-3, F-5 White	366	52.99	19,394.34
6	Corning 9pc Set Pastel Boq	154	65.99	10,162.46
7	Crng Chef Master Set Pstl Boq	197	48.99	9,651.03
8	Crng 2qt Sauce Pan Pstl Boq	380	19.99	7,596.20
9	Visions 1.5qt Cvd Saucepan	350	21.49	7,521.50
10	Crng 3qt Sauce Pan Pstl Boq	306	23.99	7,340.94
11	Visions 10" Skillet W/Cover	310	22.99	7,126.90
12	Crng 5qt Sauce Pan Pstl Boq	247	27.99	6,913.53
13	Visions 1qt Cvd Saucepan	325	18.49	6,009.25
14	Visions 7pc Rangetop Set	62	84.49	5,238.38
15	Visions 9" Skillet	337	15.49	5,220.13

PYREX

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3qt OBl Bake Dish	5,447	8.39	45,700.33
2	8oz Liquid Measure	8,280	3.19	26,413.20
3	16oz Liquid Measure	6,138	3.99	24,490.62
4	4qt Obl Bake Dish	1,897	10.99	20,848.03
5	2qt Obl Bake Dish	2,740	7.19	19,700.60
6	2qt Sq Cake Dishngtn 18	3,164	5.89	18,635.96
7	6oz Custard Cup 4 Pk	3,225	4.49	14,480.25
8	2 Liter Juice Jug	2,238	6.29	14,077.02
9	Butter Dish Clear	2,479	5.49	13,609.71
10	9in Pie Plate	3,684	3.49	12,857.16
11	Srvbl 2qt Cvd Casserole	1,450	7.99	11,585.50
12	Meas Set 564 W/Free 508	1,008	10.99	11,077.92
13	32oz Liquid Measure	1,882	5.69	10,708.58
14	Domed Ovn Cooker Clear	654	14.99	9,803.46
15	4qt Mix Bowl Blue	990	8.99	8,900.10

MICROWAVE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Rbm Micro Turntable	748	27.99	20,936.52
2	Nordic Micro-Go-Round Compact	268	43.99	11,789.32
3	Microette Corn Popper 3.5qt	1,008	7.99	8,053.92
4	A/H Fz/Ht & Sv(2) Bowls 14oz	2,472	3.19	7,885.68
5	A/H Fz/Ht & Sv(2) Oval Cass 17oz	2,401	3.19	7,659.19
6	A/H Micro Popper/Steamr/Roastr	522	14.29	7,459.38
7	Pyrx 2qt Cook & Measr Covd	590	12.49	7,369.10
8	A/H Fz/Ht & Sv(2) Platters 9x7"	2,267	3.19	7,231.73
9	A/H Fz/Ht & Sv(1) Oval Cass 28oz	2,160	3.19	6,890.40
10	A/H Fz/Ht & Sv(4) Ramekin 8oz	2,137	3.19	6,817.03
11	A/H Fz/Ht & Sv(1) Rnd Cass 48oz	2,112	3.19	6,737.28
12	Corning 10" Cov Brwning Skillt	177	29.99	5,308.23
13	A/H Micro Bacon Rack 12x10"	648	7.79	5,047.92
14	Crng 8.5" Sq Compact Bacon Rk	356	12.49	4,446.44
15	Pyrx 2qt Bake Dsh W/Gs & Ps Cv	339	12.49	4,234.11

GLASSWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	G/H Salt-Or-Pep Jar W/Hnd 4oz	9,165	0.99	9,073.35
2	Twilight Lamp Oil Qt Clear	3,179	2.39	7,597.81
3	Twilight Lamp Oil Qt Red	2,352	2.39	5,621.28
4	A/H Bulk Coolr "Clypso" Gold 23oz	5,265	0.99	5,212.35
5	Twilight Oil Lamp Mushroom	547	8.99	4,917.53
6	I/G 4pk Coolr Heritage Blue	738	6.59	4,863.42
7	Twilight Oil Lamp Early Amer	653	8.49	4,779.87
8	Twilight Lamp Oil Qt Yellow	1,993	2.39	4,763.27
9	Twilight Lamp Oil Qt Blue	1,968	2.39	4,703.52
10	Twilight Oil Lamp Gay 90's	552	8.49	4,686.48
11	Twilight Lamp Oil Qt Green	1,932	2.39	4,617.48
12	A/H Jar 1gal Sqr/Metl Screwtop	888	4.99	4,431.12
13	I/G 4pk Bever Heritage Blue	665	6.39	4,249.35
14	A/H Jar 2gal Rnd/Glass Lid	236	17.99	4,245.64
15	Lby Set 24pc Bolero Tawny	208	19.99	4,157.92

GADGETS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Selfix Wire Lrg Shower Caddy	10,056	5.69	57,218.64
2	G/L King-Size Shower Kaddy	5,442	5.99	32,597.58
3	Saw Hand Can Opener-Jr. Asstd	8,460	3.19	26,987.40
4	R/K Refl "Mega" Bowl 8" Plug-In	7,836	3.39	26,564.04
5	R/K Refl "Mega" Bowl 6" Plug-In	8,628	2.89	24,934.92
6	Saw Hand Can Opener Almond	3,655	6.29	22,989.95
7	Sunbeam Timer Short Ring Almnd	2,113	9.99	21,108.87
8	Saw Hand Can Opener Chocolate	3,076	6.29	19,348.04
9	Gemco Glass Replc Decant 10cup	3,443	5.49	18,902.07
10	Sunbeam Timer Short Ring White	1,892	9.99	18,901.08
11	Saw Hand Can Opener Red	2,792	6.29	17,561.68
12	G/L Jumbo Helpr Shelf (Stand)	3,543	4.69	16,616.67
13	R/K Refl Pan 8" Ge & H/P Hng Elmnt	6,720	2.09	14,044.80
14	R/K Refl Pan 6" Ge & H/P Hng Elmnt	8,418	1.59	13,384.62
15	Frgv Non-Stick 8" Range Bowl	3,001	4.39	13,174.39

COVERINGS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Contact 3yd Solid Clear	10,470	2.79	29,211.30
2	Contact 3yd Hearts & Flowers	9,576	2.79	26,717.04
3	Contact 3yd Candy Stripes	8,988	2.79	25,076.52
4	Contact 3yd Gridmate Blue	8,712	2.79	24,306.48
5	Contact 3yd Gridworks Almond	7,824	2.79	21,828.96
6	Contact 3yd Gridworks Blue	7,620	2.79	21,259.80
7	Contact 3yd Solid White	7,068	2.79	19,719.72
8	Contact 3yd Melissa	5,640	2.79	15,735.60
9	Contact 3yd Cdy Stripe Earthtn	5,484	2.79	15,300.36
10	Contact 3yd Solid Almond	5,352	2.79	14,932.08
11	Contact 3yd Flw Drum Song Brwn	5,256	2.79	14,664.24
12	Contact 3yd April Morn	4,836	2.79	13,492.44
13	Contact 3yd Country Stencil	4,644	2.79	12,956.76
14	Contact 3yd Country Calico	4,608	2.79	12,856.32
15	Contact 3yd Solid Blue	4,248	2.79	11,851.92

(Continued on page 33)

By Lloyd Barnblatt
Vice President
Bacar Inc.

While 1987 won't be a record setting year, I think we'll see 5% growth, especially with new product introductions in the increasingly competitive cookware and bakeware categories.

Consumers, unsure of how the tax laws will deplete or boost their discretionary dollars, are going to be thinking twice before picking up a new housewares item, especially higher ticket merchandise

In bakeware, Baker's Secret by Ekco continues to be the dominant line we carry, but it's possible Corning's Clear Advantage, non-stick glass cookware could hurt Ekco's sales, even though Corning costs about 25% more.

The new Great Cooks line by Mirro/Foley, featuring a non-stick surface both inside and out is competing against the Wear-Ever Preferred line which has a SilverStone interior and a heavier guage metal.

While the Wear-Ever line is more expensive, it has been on the market longer and is probably more recognizable to consumers. It's too early to say where this vendor struggle is going to end up.

The T-Fal line remains steady, but I belive SilverStone is making some inroads into the company's volume.

In bath and closet, tubular hangers are still up to speed. We have added some new pastel colors such as lavender, rose and grey to supplement the earth tones.

The Corning Visions line is generating phenomenal sales, in fact, maybe too good.

At this point, the company is only shipping 70% of the orders placed with the factory by the beginning of October.

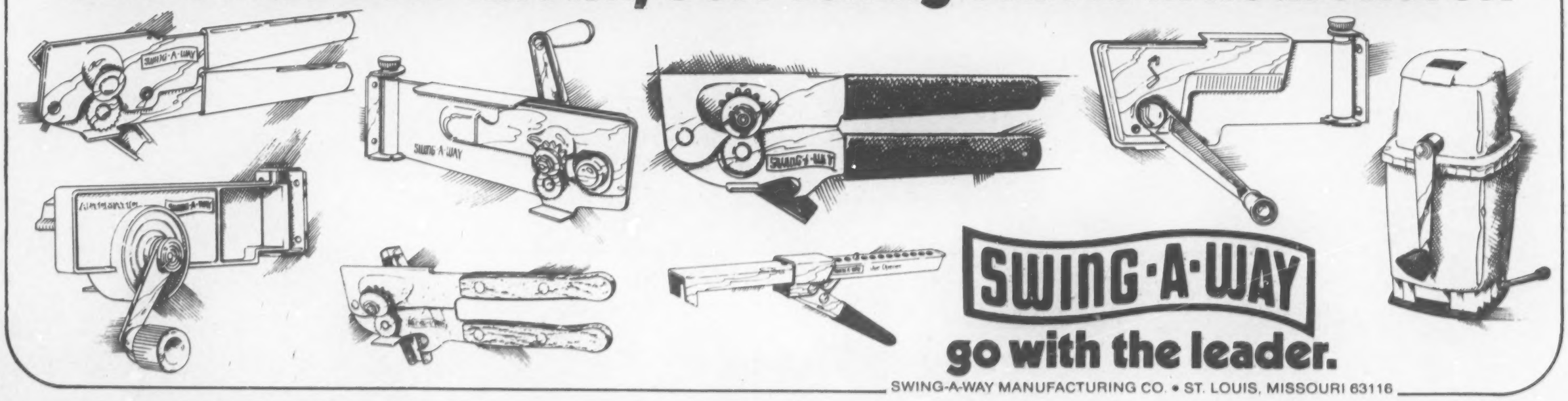
Corning just didn't anticipate the kind of demand the Visions line is drawing.

The Pastel Bouquet motif is selling well. The fact that it's a new design is in itself a reason for the success of the pattern. The way the colors fit in with home decor is also a big factor.

The manufacturer's French White line is still having problems, and I'm really not sure what's happening here. As of Jan. 1, 1987, the company is cutting prices by 10%.

(Continued on page 33)

One of the best-known, best-selling brands in housewares.



SWING·A·WAY
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SWING-A-WAY MANUFACTURING CO. • ST. LOUIS, MISSOURI 63116

Housewares Growth Set At 5% in '87

(Continued from page 30)

Most people buying the Cornflower pattern are replacing old or broken pieces of sets bought long ago. Complete set sales are waning.

Everyone has jumped on the Spice wagon, and sales of the line are showing that it has become old news.

Reduced price promotions in clearware, such as Pyrex, during the third quarter were successful and generated some additional volume, especially the combination Batter Bowl and Measuring Cup package.

This was actually a carryover from the second quarter; we had some residue during the third.

Anchor Hocking's Freeze, Heat & Serve line represents our best resource as a microwave product line, but the Rubbermaid Microwave Turntable and Nordic's Microwave Compact Turntable are the leaders as far as individual items are concerned.

I believe microwave as a category is still going through a weeding-out process. We'll just have to wait and see which lines consumers choose as dominant.

In gadgets we will soon be carrying a full line of kitchen tools from Bonny with coordinated, easily identified packaging. We'll see what else the housewares show offers in this category.

Glassware figures are a little off, because we now include oil lamps and lamp oil in the category.

The single pack glassware business is still strong, although this report doesn't reflect their sales, because it's such a low-priced category.

We continue to experiment with glassware sets, working on new merchandising concepts to encourage volume and dollars.

Plastics have been a good impulse sales category for us, especially stackable, small rectangular and round baskets.

Color has been a prime factor in plastics. The standard chocolate, almond and white are being supplemented with pastel colors that help to brighten shelves and sales.

Rubbermaid's new Roughneck Totes are really taking off, as are the company's stackables.

The storage category is strong right now and is being enjoyed by everyone at the retail level.

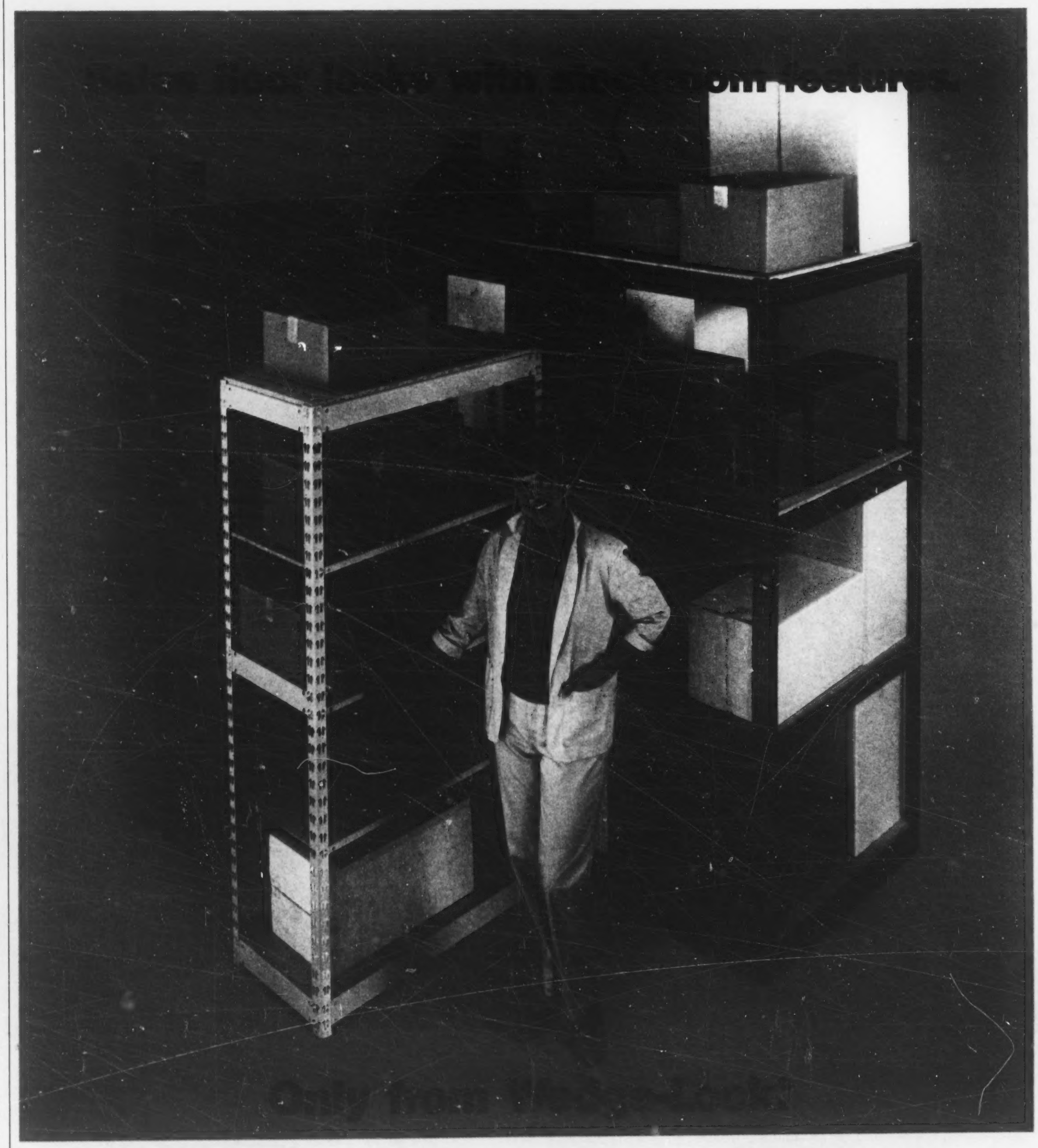
Slate Blue is a hot seller. In some cases, it's as good as almond, traditionally Rubbermaid's seller.

Highly promotable ConTact 3-yard rolls are a solid basic for us and are performing up to our expectations.

Vacuumware during the back-to-school season generated a 15%-20% increase this year. Among the top items were the 12-piece school lunch kits from both Aladdin and Thermos.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement	$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
TABLETOP					**RUBBERMAID**				
1	Mlt Cone Filtr No.4 (6cup) 100ct	10,188	3.79	38,612.52	1	R/Neck Rnd Can 32gal Choc	1,738	24.99	43,432.62
2	Mlt cone Filtr No.4 (5cup) 40ct	11,327	1.69	19,142.63	2	Rect Laundry Baskt Sltblue	5,316	6.89	36,627.24
3	Mlt Cone Filtr No.6 (10cp) 100ct	4,716	3.99	18,816.84	3	Single Turntable Almond	8,580	3.29	28,228.20
4	Mlt Coffeemaker System 10cup	1,449	9.99	14,475.51	4	Dlx Dish Drain Wire Sltblu	3,504	7.89	27,646.56
5	Mlt Cone Filtr No.2 (1cup) 100ct	4,248	3.29	13,975.92	5	Twin Turntable Almond	4,879	5.59	27,273.61
6	Mlt Cone Filtr No.6 (10cp) 40ct	5,994	1.79	10,729.26	6	Drain Tray 15x20 Almond	4,896	5.39	26,389.44
7	Mlt Coffeemaker System 6cup	1,014	9.49	9,622.86	7	Rect Laundry Baskt Almond	3,775	6.89	26,009.75
8	Mlt Cone Filtr No.2 (1cup) 40ct	5,952	1.49	8,868.48	8	Dlx Dish Drain Wire Almond	3,186	7.89	25,137.54
9	Lvngwr 16pc Set Morning Blue	215	36.99	7,952.85	9	R/Neck Step Stool Almond	2,516	9.99	25,134.84
10	Nordic Ice Creamer	179	39.99	7,158.21	10	Sml Bathmat 14x22 White	6,288	3.99	25,089.12
11	Lvngwr 16pc Set Melody	192	36.99	7,102.08	11	Serv-Sav Rectangle 33cup	3,299	7.19	23,719.81
12	Mlt Replace Glass Carafe 10cup	870	7.99	6,951.30	12	Drawer Organizer 9x3 Almd	18,696	1.19	22,248.24
13	Mlt Basket Filter F/Drip 100ct	5,544	1.19	6,597.36	13	Drawer Organizer 15x6 Almd	10,548	2.09	22,045.32
14	Mlt Cone 1cup W/Ceramic Mug	993	5.99	5,948.07	14	R/Neck Tote 16gal Sltblue	1,220	17.69	21,581.80
15	Dsgn Imgs 20pc Set Queen Lace	124	46.99	5,826.76	15	Drain Tray 15x20 Slateblue	3,984	5.39	21,473.76

Source: Bacar Inc., distributor, San Jose, Calif., for the third quarter of 1986, covering about 600 stores, two-thirds of which are mass merchandisers.



When you use Wedge-Lock® shelving from Republic to solve your soft and hard goods storage problems, you'll get more features than you'd expect.

Consider flexibility, for instance. Wedge-Lock® goes where you want because it can be used from all four sides. And if you'll be adding more units; no problem. Wedge-Lock's® modular design makes it easy.

And capacity. Wedge-Lock® handles it all. Bulky loads, heavy loads, small loads, light loads. You name it.

Now how about assembly? Here's a real secret: Wedge-Lock® assembles easily-without nuts and bolts! Put it up, take it down, move it around. Wedge-Lock® makes it simple.

And finally, appearance. Wedge-Lock's® clean, attractive lines and appealing colors mean your storage display system doesn't have to hide in the stockroom anymore.

Now here's the best part. You can have all these great advantages at a very sensible price.

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Republic Storage Systems Company, Inc.

Pennzoil 5W-30

NOW SAVE 24¢ A GALLON OFF-INVOICE!

In early 1986, Pennzoil promoted the factory recommendation of 5W-30 motor oil for American-made 4-cylinder and small 6-cylinder engines.

Our promotion stirred up some really heavy traffic—and some really high profits for retailers!

NOW, MAJOR FOREIGN CAR MANUFACTURERS ARE RECOMMENDING 5W-30 FOR THEIR NEW CARS!

And when we kick off 1987 with our new 5W-30 promotion, Pennzoil Motor Oil will be HOTTER THAN EVER!

When you sign up, you'll be turning some big profits! Because you'll pick up 24¢ a gallon off-invoice, on top of the sensational support Pennzoil will provide during the promotion!

Just remember this little number—5W-30—and start making faster turns—And Bigger Profits!!

PICK UP 24¢ A GALLON OFF-INVOICE WITH ONE TIME BUY OF QUART CASES OF 5W-30!

- 12¢ PER GALLON OFF-INVOICE STOCKING ALLOWANCE (with a minimum 2 week in-store, off-shelf display) for all existing and new customers.
- PLUS: AN ADDITIONAL 12¢ PER GALLON OFF-INVOICE (when 5W-30 is advertised by price and displayed).

THAT'S A TOTAL OF 24¢ A GALLON OFF-INVOICE!

- RETAILER ADVERTISING PERIOD: November 15, 1986–February 28, 1987.
- BUY-IN TIME PERIOD: 14 days prior to ad date.
- RESTOCKING: Only available to those retailers that advertise. 100% of original order may be reordered within 7 days of ad date of sale and display, at 24¢ per gallon off-invoice.
- CONSUMER MEDIA ADVERTISING PERIOD: January 5–February 22, 1987.
- P.O.P. SUPPORT: Full P.O.P. support available from your Pennzoil representative.
- ADVERTISING SUPPORT: TV, radio, magazine, and newspaper ads will carry the message to ensure consumer awareness of the factory-recommended 5W-30 and 10W-30 grades.
- OFF-INVOICE FUNDS: Funds apply to purchases direct from Pennzoil—or where offered by suppliers other than Pennzoil.
- CO-OP FUNDS: Pennzoil will co-op up to 100% of your net advertising cost as specified in the current Retail Co-op Advertising Program.

The Standard of Protection Since 1889.℠

What little number can turn big profits for you this winter?

The purchases made in the light truck line primarily are cosmetic goods. Shoppers aren't buying fuel additives, oils and polishes as much as they're taking home running boards and deflector shields.

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light truck line primarily are cosmetic goods. Shoppers aren't buying fuel additives, oils and polishes as much as they're taking home running boards and deflector shields.

The deflector shield (a deflector shield is made of plexiglass and deflects insects and debris from the windshield) has lured several manufacturers into the business. Until recently, there had only been one deflector maker.

While the deflector shield does have its practical aspects, I believe the fad appeal is driving sales.

The same is true of running boards. While running boards make getting into and out of the light truck easier, most owners simply like the look.

In line with the trend in light trucks, overall auto parts and accessories sales have been moving away from chemicals and polishes and toward gadgets to dress up autos.

One reason is that more young people can afford cars these days, especially with all the special financing deals available, and these new vehicles don't yet require as much in the way of internal maintenance.

Moreover, wax and polish sales have been depressed for the past three or four years, although for quite a different reason.

Over the past three or four

(Continued on page 51)

Imports and light truck accessories continue to be the major factors affecting our business for the good, while acquisitions of smaller mass merchandisers by larger companies has had its negative effects.

I expect 1987 to be an outstanding year for light truck accessories because pick-up trucks, jeeps, vans essentially have become a new type of status vehicle.

A lot of young married couples and single people on the move to and from college want a vehicle that's more spacious than a car, has four-wheel drive and keeps up with the Joneses'.

A few years ago, a housewife wouldn't consider buying a Bronco or a Cherokee, but now it's a different story.

The purchases made in the

By HERB RECHTER
President, Allied Auto Parts and Auto Accessories

Imports, Light Truck Accessories Are Best Automotives Prospects

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
AUTOMOTIVES				
1	Ford Fila Motorcraft Oil Filter	45,164	2.99	135,040
2	Napic 6052 Sealed Beam, Large Square	13,350	7.99	106,666
3	Armor 8oz Armor All Protector	33,836	2.99	101,169
4	Ulwh 1157 Auto Bulbs 2 On A Card	112,414	0.89	100,048
5	Turtl Super Hrd Shell Paste 14oz	19,605	4.99	97,828
6	Armor 16oz Armor All Protector	15,478	6.19	95,808
7	Cstrl Gtx 20W50 Qt Motor Oil	61,483	1.47	90,476
8	AC Del R45TS-8B AC Spark Plugs	9,325	9.69	90,359
9	Gmout 7450 Jet Spray 13oz	42,913	1.99	85,396
10	Igloo 1001 Freon 14oz	66,077	1.29	85,239
11	Texco Havoline Motor Oil 10W40 Qts	68,254	1.18	80,391
12	Swiss 3431 Snowhite Lit 'N' Easy Gal	7,847	9.99	78,391
13	Quaker State Deluxe 10W40	56,160	1.24	69,373
14	Quaker State Sup Blnd 10W30	58,992	1.54	68,082
15	Borden Reinforce Paste (Appl Pk) 14oz	9,656	6.99	67,495
16	Ulwh Quartz Halg Fog Light Kit Amb	2,216	29.99	66,457
17	AC Del PF-47 AC Oil Filters	18,972	3.49	66,212
18	Napic H6054 Halogen Seal Beam, Lg Sq	4,037	15.99	64,551
19	Ford E43Z-12A297A DY425 Module	922	68.82	63,452
20	Napic 4652 Sealed Beam, Low Square	12,551	4.99	62,629
20	Napic 4652 Sealed Beam, Low Square	12,551	4.99	62,629
21	Gmout 7518 Carb Clean 12oz	35,559	1.69	60,094
22	Madco Window Film Kit, Smoke 20"x10'	6,295	8.99	56,592
23	Warco 1002 Dot Brake Fluid Qt	14,516	3.89	56,467
24	Raidsp Gunk Engine-Brite Aero 20oz	31,088	1.79	55,647
25	Napic 6014 Sealed Beam, Large Round	18,224	2.99	54,489
26	Ulwh 2 Ton Mini Hydraulic Floor Jck	1,196	44.99	53,808
27	STP Oil Treatment 15oz	31,752	1.69	53,660
28	Ulwh 15" Wire Wheel Cover Ea	2,732	18.99	51,880
29	Champ RV15YC4BP8 (RBL15Y4) Champ Plg	5,354	9.69	51,880
30	AC Del PF-25 AC Oil Filters	14,844	3.49	51,805
31	Uncrb Prestone Super Flush 22oz	17,155	2.99	51,293
32	Uncrb Pres Heavy Duty Brake Fld 12oz	25,560	1.99	50,864
33	Ulwh Quartz Hal Driv Light Kit Clr	1,658	29.99	49,723
34	WD-40 Aerosol 9oz	24,751	1.99	49,254
35	Pnzol Multi-Vis 10W40	37,524	1.28	47,832
36	Cstrl Gtx 10W40 Qt Motor Oil	33,336	1.43	47,687
37	Bordn Reinforce Liquid (Apl Pk) 16oz	6,812	6.99	47,615
38	Inter Air Cond Recharge Kit W/Freon	6,734	6.89	46,397
39	Thrsh 490 Turbo Muffler	3,294	13.99	46,083
40	Ulwh 194 Auto Bulbs 2 On Card	35,538	1.29	45,844

Imports, Light Truck Accessories Are Best Automotives Prospects

(Continued from page 47)

years manufacturers have come out with so many new formulas that shoppers bought another product with each introduction.

As a result, the car owner has developed a storehouse of waxes and polishes and has decided to deplete current supplies before purchasing any more.

We definitely want to increase the number of imported products we offer, in spite of the current exchange rate with Taiwan which has slipped to 36NPs to the dollar, as opposed to the long-standing 40NPs per dollar.

While American-made merchandise is more often than not superior to the imported auto parts and accessories, a lot of the customers who shop our clients' stores don't want to make the kind of investment expensive U.S. products require. There are a lot of backyard mechanics who want basics without spending an arm and a leg.

Some of the strongest import movers for us are hydraulic jacks, car and truck mirrors, wheel covers, antennas, air compressors and car covers. These are fairly high-ticket items. Made in America, such auto accessories cost from 25% to 30% more than the same items made abroad.

In the spring, I'll be going to the Orient in search of other imports to add to the lines we distribute but only those items that we can provide for 25% to 30% less than domestically made counterparts.

Right now, about 10% of the automotives we stock are imports, or double the amount we had a year ago. Next year, this figure will increase again, probably by a few more percentage points.

As far as the do-it-yourselfer (DIY) is concerned, business is getting hard to predict.

If you've looked under the hood of a new car recently you'll probably see a lot of equipment that wasn't there five or 10 years ago.

The new parts, including on- board computers, have put car maintenance outside the capabilities of people who once felt confident working under the hood.

At the same time, the pool of people who generally comprise the DIY auto market—usually men between the ages of 18 and 35—is rising.

The net result is anybody's guess, but I suspect we'll see the DIY business edging up.

Allied's business has been rocky lately as more of the companies we work with—almost all mass merchandisers—are acquired by larger chains.

The larger discounters generally don't need a distributor, as in the case of G. C. Murphy and Ames.

We're constantly doing battle against direct buying.

To help capture some smaller accounts, we'll conduct our first regional show in January called, Romancing the Chrome, and I expect 120 to 130 manufacturers to attend.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	AUTOMOTIVES			
41	Warco 1001 Dot Brake Fluid 12oz	29,036	1.49	43,263
42	Uitwh Antenna Sprng W/Booster 45"	4,700	8.99	42,253
43	Bluec Westl Bleche-Wite-Liquid 20oz	22,347	1.89	42,235
44	Bars C-16 Leak 12oz (80)	16,788	2.49	41,802
45	AC Del PF-35 AC Oil Filters	11,928	3.49	41,628
46	Armor 4oz Armor All Protector	27,719	1.49	41,301
47	Pylon 1026 16" Wiper Refills	21,639	1.89	40,897
48	Sctre Chamois 2½ Sq Ft	6,799	5.99	40,726
49	Texco Multi-Service Grease 14oz	28,943	1.39	40,230
50	Spdcl B101BP Top Post Hd Term 1/CD	33,587	1.19	39,968
51	Pnzol Multi-Vis 10W30	34,224	1.16	39,737
52	Pylon 1028 18" Wiper Refills	20,858	1.89	39,421
53	LF-1 FDI Lee Oil Filter	12,984	2.99	38,822
54	Uitwh 1156 Auto Bulbs 2 On Card	29,871	1.29	38,533
55	Ford FL400A Motorcraft Oil Filter	9,648	3.99	38,495
56	Champ RM12YCBP4 Champ Plg	7,697	4.99	38,408
57	Octan 104 Noody 12oz	7,068	5.39	38,096
58	Shalr 1000R Rislone Oil Alloy 32oz	13,514	2.79	37,704
59	Locti Duro Rear View Mirror Adhesive	18,946	1.99	37,702
60	TMP Sandable Primer Grey	18,629	1.99	37,071
61	Thrsh 491 Turbo Muffler	2,616	13.99	36,597
62	Swiss 3305 Snowite Lite-N-Ez Qt Kit	7,310	4.99	36,476
63	Dblnt Dl Hand Cleaner Blu Label 14oz	27,994	1.29	36,112
64	Truct 3000 Lb Jack Stand, Each	7,228	4.99	36,067
65	AC Del PF-51 AC Oil Filters	10,296	3.49	35,933
66	Uitwh Rear Window Brake Light W/Modu	2,902	11.99	34,794
67	Uitwh S660 2½" FAce Tachometer	1,438	23.99	34,497
68	TMP Instant Spare Tire Inflator 12	21,293	1.59	33,855
69	Stwrt CD-2 Oil Detergent Black Label	14,138	2.39	33,789
70	LF-40 FDI Lee Oil Filter	11,124	2.99	33,260
71	Uitwh S680 3½" Face Tachom4-6-8 Cyl	1,232	26.99	33,251
72	Naplc H4656 Halogen Seal Beam, Lq Sq	3,655	8.99	32,858
73	Snap Fix-A-Flat 12oz	20,554	1.59	32,680
74	Lubmt Midget Grease Gun Kit	4,074	7.99	32,551
75	Truct One Piece Auto Ramp, Pair	1,809	17.99	32,543
76	Uitwh 1157NA Auto Bulbs 2 On A Card	20,417	1.59	32,463
77	Lubmt Multi Service Grease 3/Tube 3oz	12,501	2.59	32,377
78	Jwax Kit Paste Car Wax 12oz	8,047	3.99	32,107
79	Rberk 18" Wiper Blade Refill	14,598	2.19	31,969
80	Rberk 16" Wiper Blade Refill	14,588	2.19	31,947
81	Sctre Holland Chamois 4½ Sq Ft	3,134	9.99	31,308
82	Rubqn Promo Carpet Mat 4pc Set Blue	2,071	14.99	31,044
83	Madco Window Film Kit, Smoke 20"x5'	6,416	4.79	30,732
84	Ford Motorcraft Battery BX-58B	442	68.79	30,405
85	Uitwh 14" Wire Wheel Cover Ea	3,036	9.99	30,329
86	Uncrb Prestone Super Sealer 14.5oz	10,084	2.99	30,151
87	Prfct Muffler Clamp Boxed 2"	43,616	0.69	30,095
88	Uitwh 13" Wire Wheel Cover Ea	1,579	18.99	29,985
89	AC Del R44T-8B AC Spark Plugs	3,058	9.69	29,632
90	AC Del PF-45 AC Oil Filters	8,460	3.49	29,525
91	Buss ATC 20 Amp Plug-In Fuse 4 Cd	17,188	1.69	29,047
92	Univr 20" Wheel Wrench	5,811	4.99	28,996
93	Uncrb Pres Heavy Duty Brake Fld 32oz	5,784	4.99	28,862
94	Sun Suntune Oil/Temp/Amp/Gauge	1,029	27.99	28,801
95	Desa 50,000 Btu Reddy Heater	125	229.95	28,743
96	Rubqn Escort Carpet Twin Front Gray	1,371	20.89	28,640
97	16oz TMP Heavy Duty Instant Spare W/Hse	12,450	2.29	28,510
98	Rberk 16" Wiper Blades	12,845	2.19	28,130
99	TMP Aerosol Undercoating 16oz	14,108	1.99	28,074
100	Uitwh Hi-Intnsty Fog Light Kit Amber	2,160	12.99	28,058
101	Champ RV15YCBP8 (RBL15Y) Champ Plg	2,891	9.69	28,013
102	Rubqn Promo Carpet Mat 4pc Set Red	1,862	14.99	27,911
103	Prfct Muffler Clamp Boxed 2¼"	40,433	0.69	27,898
104	Pnzol Z-7 30W	25,296	1.10	27,735
105	AC Del R45TSX-8B AC Spark Plugs	2,849	9.69	27,606
106	Bars R-6 Leaks 5½oz (175)	16,333	1.69	27,602
107	Champ N12YCBP8 Champ Plg	3,066	8.99	27,563
108	Uncrb Prestone Super Rad Cleaner 1 L	4,072	6.69	27,241
109	Prfct Muffler Clamp Boxed 2½"	39,349	0.69	27,150
110	LF-1HP FDI Lee Maxi Oil Filter	5,517	4.89	26,978
	AUTOMOTIVES			
111	Thrsh 492 Turbo Muffler	1,927	13.99	26,958
112	Rberk 18" Wiper Blades	12,299	2.19	26,934
113	Uitwh Antenna Sprng Type 3 Sect 53"	3,363	7.99	26,870
114	Ford E3FZ-12A297B DY384 Module	396	67.48	26,722
115	Stwrt CD-2 Oil Treatment Red Label	11,140	2.39	26,624
116	Ideal Carded Hose Clamps 4 Per Card	15,707	1.69	26,544
117	Yale Power STrg Fluid 14oz	13,321	1.99	26,508
118	Deflc Deflecta-Shield Large Smoke	659	39.99	26,353
119	Bordn #7 Rubbing Compound 10oz	13,240	1.99	26,347
120	Turtl Bug/Tar Remover Liquid 16oz	12,022	2.19	26,328
121	Ford E43Z-9F479B DY430A Module	607	43.22	26,236
122	Uitwh Lo Mount Trk Mirror Chrome 785	1,871	13.99	26,175
123	Sun Tachometer Super Tach II	523	49.99	26,144
124	Atune Booster Cable Sleeved 12' 10G	3,467	7.49	25,967
125	Buss 5pc Plug-In Fuse Kit	15,354	1.69	25,948
126	Champ RV17YC6BP8 (RBL17Y6) Champ Plg	2,674	9.69	25,911
127	Uitwh 1000 Mini Triple Gauge Kit	1,722	14.99	25,812
128	Uitwh Qrtz Fog Lite Blk Fbrgls Cs Am	714	35.99	25,696
129	Schum SE86 6amp Battery Charger	852	29.99	25,551
130	LF-40HP FDI Lee Maxi Oil Filter	5,215	4.89	25,501
131	Schum SE1010 10amp Battery Charger	637	39.99	25,473
132	Sctre Chamois 4½ Sq Ft	2,539	9.99	25,364
133	Uitwh Air Compressor W/Gauge	1,266	19.99	25,307
134	Prfct Universal Tailpipe Hanger	21,190	1.19	25,216
135	Presl Large Grease Gun, Lever Action	3,541	6.99	24,751

Source: Allied Accessories and Auto Parts, Madison Heights, Mich., for July to September 1986. The company services more than 2,500 U.S. retailers, mostly discounters. Total $ movement was rounded to the nearest dollar.

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Highland Superstores to Enter Three New Markets Next Year

TAYLOR, Mich. — Highland Superstores has turned up the volume on its expansion and will enter three new markets next year, Milwaukee, Minneapolis-St. Paul and the Greater Boston area.

The 11 to 13 Highland Superstores projected for the three markets are among the 16 to 20 units to be opened next year. The remaining stores will go into two current markets, one in Detroit and six to eight in Chicago.

This year, Highland entered two markets, Houston and Shreveport, La., and opened 13 stores to reach a total of 53.

To support this growth, the $520.5 million consumer electronics/major appliance retailer in the spring '87 will move its headquarters from a complex of office buildings and a warehouse here totaling about 250,000-sq.-ft. to a 535,000-sq.-ft. office and warehouse center in Plymouth, Mich.

In a separate move, the electronic specialty retailer has expanded its staff by creating two new posts—vice president-special projects and director-special events.

Harry Limauro was appointed vp-special projects and William O'Brien was named as his successor as vice president-operations. Edwin Rossman was designated director-special events and Frank Ferriolo was named his successor as director of advertising and marketing.

Limauro will oversee Highland's move to its new Plymouth headquarters. Rossman will be responsibe for such special events as the chain's electronics show.

The company expects to fund its expansion through the private placement of $44 million worth of 10-year senior notes that would carry a weighted average interest rate of 9.6%.

Highland sales in the half year rose 40.6% to $281.7 million from $200.4 million, while net earnings increased 5.5% to $8.5 million from $7.8 million. In the three month period, volume went up 39.9% to $147.7 million from $105.6 million, while net income increased 8.9% to $4.9 million from $4.5 million.

The company attributed the small gain in earnings to high advertising and promotional costs related to "expansion in the Chicago market and entrance into Houston during the first quarter.

"Sales in the Texas market continue to suffer due to the adverse economic conditions in that area." The poor outlook for the oil and energy business, as exemplified by the weak sales in the company's Southwest Division(Texas), has resulted in Highland's curtailing its expansion.

The company entered Houston by opening six stores and opened one in Shreveport. It doesn't plan any new stores in 1987 for these two cities or Austin, San Antonio and Dallas-Fort Worth which make up the Southwest Division.

While Highland has put growth in its Southwest Division on hold, it was going ahead with expansion in its two other regions.

The Central Division could gain 13 to 16 stores next year as the company enters Milwaukee with three stores and makes its debut in Minneapolis-St. Paul with four or five unit, as well as adding six to eight more in Chicago. Two stores were opened in Chicago this year, giving the Windy City eight Highlands.

Chicago is the hub of the Central Division, which has regional offices and a ware-

(Continued on page 62)

Report: Home Video Products Sales Gain

WASHINGTON, D.C. — Home video products, spurred by camcorders, continued to post impressive sales gains through September, reported the Electronic Industries Association (EIA).

Among the highlights of the EIA report were:

- Videocassette recorders (VCRs) registered a 20 percent sales gain in September compared to same period last year;
- Camcorders again were a growth item as sales jumped 97 percent in September over last year. During the first nine months of 1986, camcorders posted a 254% increase over the same period last year;
- Color TVs posted a 6.5% sales gain in September. The EIA predicted that the flagship product is headed for its best year ever with sales for 1986 totaling 17.9 million units;
- Black and white TVs experienced a 20% increase in September. The EIA attributes the sales increase to palm-size and other portable models.

Total U.S. Market Statistics
Sales to Retailers
September 1986 vs. September 1985

In Units	1986	1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,978,900	1,857,950	+ 6.5	12,732,185	12,004,415	+ 6.1
Monochrome	463,657	384,837	+20.5	2,787,241	2,520,005	+ 10.6
TOTAL TV*	2,442,557	2,242,787	+ 8.9	15,519,426	14,524,420	+ 6.9
Projection TV	39,918	30,102	+32.6	208,070	167,657	+ 24.1
Home VCR	1,430,125	1,193,505	+19.8	8,860,192	7,733,953	+ 14.6
Camcorders**	123,068	62,500	+96.9	696,835	196,693	+254.3

Information obtained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.
*Excludes projection television
**Included in Home VCR.

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